

## ABSTRACT OF THE DISCLOSURE

An UI section receives a printing parameter set by a user. A data reading section reads a printing parameter  
5 from an original paper. An image reading section reads an image from the original paper. When an IC chip has been attached to the original paper, a parameter selecting section selects a printing parameter thereof, whereas in other cases, the parameter selecting section selects  
10 a printing parameter, which is set by the user. An image processing section and a printing control section execute an image processing operation and a printing operation in accordance with the selected printing parameter.